

MAGLEFAN'S

Illustrated by N.Y.C.

January 15th



A. J. WILSON



Among those women who are recognized in their communities as leaders in fashion of taste, the Ford Four-door Sedan enjoys unusually high favor.

They have long recognized in practical efficiency, in the crowded engagements of their busy days, they have found it always ready, always an indispensable

adjunct to work and pleasure.

Today their taste accords their judgment in approving it. Their instinctive appreciation of style commends its body lines, its harmonious fittings, and its upholstery in soft shades of brown, as emphatically as their judgment has always approved its economy, convenience and reliability.

Ford
CLOSED CARS



At Last I've Found a Way to Turn Spare Time Into Extra Money!"

"YOU know, Dick, you'd seem admit there was nothing worth doing in those spare time hours of mine. But I know you were wrong; now I'm going to prove it. You're one of those matter-of-fact, practical business men—a little stubborn at times—who thinks a woman has no head for business. I was willing to give up my position when we were married for I knew it would keep you proud to see me going to work, but I didn't agree to make good my spare hours at home twirling my thumbs and looking pretty. And when I saw you worrying—frustrating—struggling to make your salary pay the things we need and want, I made up my mind I'd find a way to help you."

"One night last June when you were visiting late at the store, Mary Deane was in for a little chat. You know how hard up Mary and John have been since they were married—and how pitifully cowardly Mary was beginning to look in that corner down at her feet. Well, when she stepped into the room I could hardly believe my eyes. She had on a shimmering tulle dress, an adorable full hat, brown velvet slippers and one of the prettiest furs I have ever seen. I guess she entered my first book of surprise, for she laughed and said, 'I see you don't know yet. Then she told me her story.'"

"It seems that John's salary wasn't quite enough to meet their regular household expenses, much less buy clothes or furniture and the many things they needed. They were slowly getting into debt, and the rent had been raised and things were going from bad to worse. John was desperate and Mary was pretty well discouraged, too. She wanted to take a position for a while, but John wouldn't hear of it."

"One day, gone out of curiosity than anything else, Mary answered an advertisement of the Acme Knitting Economy Canada Company of Toronto—large distributors of pure worst socks and knitted hosiery. The advertisement mentioned a new plan whereby women at home could knit socks with the aid of an ingenious little machine called the Acme Knitter. And the company offered to buy back all the standard grade socks made on this machine, at a guaranteed weekly wage."

"Mary sent for the first book and was so convinced by the letters from thousands of other women, telling what this plan had meant to them, that she decided to give it a try. She ordered the little machine and a supply of pure worst yarn and set to work. They did the devoted a few spare hours to the pleasant, interesting work—without interfering with regular household duties on any way. Each week she shipped a package of fine, durable, well-shaped socks to Toronto and back came the welcome pay cheque. Before she realized it she had \$350 in the bank, and with every package of socks shipped off to Toronto her balance grew and grew."

"That's how she was able to buy those beautiful clothes. And besides, she now has an electric washing machine, a dandy vacuum cleaner and many other things they had never been able to afford."

"When Mary had gone, I did some quick thinking. What Mary had done, I could do, I reasoned. And I made my mind up to start without delay. I, too, sent for the first book. It told how, through the remarkable new plan, hundreds of women everywhere were turning idle money into spare income and half hours' night work into substantial gain. I got the little machine and started out to help solve our problem of 'not quite enough money.' Each day, after my work was done, I turned out four after pairs of fine worst socks, and when it was time to get dinner I had the machine wrap in my sleep."

"Yes Dick, We Can Now Afford the Things We Need!"

we drove and put the socks and wool high up on the shelf. I made up my mind not to tell you what I was doing, for I was afraid you'd laugh and ridicule me when I'd just kept on making socks and with every package that went off to Toronto another penny crept into my bank book."

"That's my little secret, Dick. And from now on it will be our secret. For I'm going to keep right on knitting my spare hours into extra dollars until you get the promised salary you deserve. But the best of it all is that we will no longer have to worry over money problems. And we can now afford to share our money, for at last I've found a way to turn my spare time into extra dollars."

"If every woman only knew what I have shared, if they would knit those spare hours, they wouldn't hesitate another day. For all you have to do is send off the socks for purchase. There is no obligation to buy anything or do anything—just a splendid, big opportunity to turn wasted hours into extra money. The company will prove it."

Acme Knitter Economy (Canada) Co.
Dept. 31, 1675 Denison Road, West Toronto, Ont.

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Dept. 31, 1675 Denison Road,
West Toronto, Ont.

I am interested. Without any obligation on my part please send me the book which tells how to turn my spare time into extra money. I am enclosing a 5-cent fee to cover the cost of mailing the information to me.

Name _____
Address _____
City _____



DO CANADIANS KNOW CANADA?

This Dominion Is Worthy of Your Effort
and The Investment of Your Life

**DO YOU KNOW THE STORY OF HER
ACHIEVEMENTS?**

I. As a Trader

- (1) She occupies second place among the world's greatest per capita exporters.
- (2) She occupies fourth place among the world's greatest traders in foreign markets.
- (3) With only one-twelfth the population of the United States, she does nearly one-fourth as much world trade.
- (4) Within the lifetime of the youngest voter (1902-23) exports of Canadian products increased between four and five fold (from 186 millions to 931 millions), while the total trade increased from 406 millions to 1 billion 799 million dollars.

II. As an Agriculturist

- (1) With at least 1,000,000 workers engaged in agriculture, and with only one-fifth her arable land under cultivation (90,000,000 acres out of 300,000,000), her agricultural revenue totalled 1 billion 420 million dollars last year (1962).
- (2) Her total agricultural investment amounts to 6 billion 775 millions of dollars.
- (3) Her dairy products yield over 250 million dollars annually.
- (4) Her live stock has averaged over 160 million dollars annually in the last five years.
- (5) Her field crops paid over 900 million dollars annually.
- (6) In 25 years she has increased her acreage under field crop from slightly less than 20 million acres (in 1896) to nearly 60 million acres (in 1922).

III. As a Manufacturer

- (1) With 680,000 people engaged in industrial and manufacturing processes, her production from manufacturing totalled approximately 4 billion dollars.
- (2) Her total investment in manufacturing amounts to 3 billion 400 million dollars (figures for 1960).
- (3) Her manufactured and semi-manufactured products represent 55.3% of her export trade.
- (4) In 20 years (1900-20) she increased the production of manufactured goods from 480 millions to approximately 4 billions of dollars.

IV. As a Financier

- (1) She increased her national debt sevenfold and enlisted one-fiftieth of her 1954 population in the conflict for the world's civilization, yet today her per capita debt is less than that of any of her allies, except the United States, who had but one and a half years of war (United Kingdom, \$791.86 per head; France, \$540.46; Australia, \$388.00; New Zealand, \$796.43; U.S.A., \$215.29; Canada, \$266.20).
- (2) Eighty per cent. of Canada's indebtedness is held by her own citizens.
- (3) Her population of, roughly, nine million people have over two billion dollars on deposit in banks and loan companies, and in the last decade have invested over three billions in bonds of various kinds.
- (4) Within the last quarter century Canada has attracted some 6 billion 200 million dollars of British and United States capital alone. Her two nearest neighbors and best customers—her Mother Country and her greatest trade rival—have thus shown supreme confidence in her financial strength.

V. Among the Countries of the World

- (1) She is the world's greatest wheat exporter, and in 1923 has just harvested Canada's greatest crop. Yet she has available five times as much arable land as she has under cultivation.
- (2) She has the largest per capita railway mileage in the world.
- (3) She has the greatest system of publicly owned railways in the world, and the earnings of the road for the last eleven months were \$40,840,000 better than for the corresponding months of 1952.
- (4) From 1901 to 1911 the rate of her population increase was the greatest in the world, and from 1911-21, in spite of war losses, the increase was practically twenty-two per cent. (21.95%).
- (5) She is the third greatest gold producer in the world.
- (6) She has the greatest asbestos, nickel and cobalt deposits in the world.
- (7) Canada contains 18% of the world's known coal reserves.
- (8) Her fisheries are only surpassed by those of the North Sea.
- (9) She has the largest forest resources in the Empire, and ranks second or third in soft-wood resources in the world. She is the second largest producer of newspaper paper, and well on the way to becoming the first.
- (10) Her national wealth is estimated at over 22 billions of dollars, and her gross annual production at over 6½ billions.

AND YET

The Youngest of Her Provinces is but Eighteen Years of Age

WHILE

The Dominion Herself is Fifty-six Only in the Years of
Her Confederation

The Proof of Her Past is the Hope of Her Future

Issued Under Authority of Thomas A. Loe

Minister of Trade and Commerce, Ottawa, Ont.



The Symbol of Culture

The presence of a grand piano in a home is a symbol that has long been associated with refinement and the art of music. The Martin-Orme Baby Grand Piano is a symbol of the art of music in a home. It is a symbol of the art of music in a home. It is a symbol of the art of music in a home.

When the doors of a home are open, the first thing that should be seen is a grand piano. The Martin-Orme Baby Grand Piano is a symbol of the art of music in a home.

THE MARTIN-ORME PIANO MANUFACTURING CO. LTD., CANADA

MARTIN-ORME
BABY GRAND PIANO



Be an Interior Decorator Earn a Handsome Income

\$3,000 to \$50,000
PER YEAR CAPABLE BY
EXPERIENCE

Profession: Wholesaler
Guaranteed: Assured

National Institute of the Arts

1000 Avenue Road, Suite 100, Toronto, Ont. M5S 1A5

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Gray Hair Unnecessary

As I Have Proved

Gray hair is not a sign of old age. It is a sign of a healthy body. It is a sign of a healthy body. It is a sign of a healthy body. It is a sign of a healthy body. It is a sign of a healthy body.



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fresh and delicious!

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Moir's Chocolates



Plan your next holiday party now

The Dennison Gala Book

MAKES IT EASY

The 1974 DENNISON GALA BOOK is a new addition to the Dennison Gala Book series. It is a sign of a healthy body. It is a sign of a healthy body. It is a sign of a healthy body. It is a sign of a healthy body. It is a sign of a healthy body.

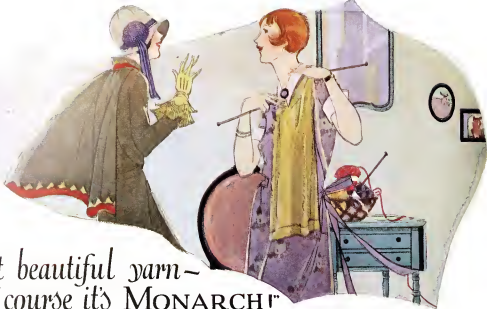
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W H A T N E X T



“What beautiful yarn—
of course it's MONARCH!”



YOU, too, will revel in the beauty of these magic yarns!

They are so inspiring to the knitter, with their soft fluffiness and endless wealth of color.

Here is a glorious assortment of the most exquisite shades! The newest, most fashionable tints! Made wholly from long-fibred Australian wools.

Delightful to the touch.
Smooth and uniform.

Beautifully dyed.
Even in texture.
Easy to knit.

The best insurance for good looking work from even the inexperienced amateur who is just learning to knit.

Fourteen distinctive varieties, such as Dove, Down, Opal, Kurly and Silvertwist, enable any knitter to get wonderfully beautiful results with Monarch Yarns that are entirely impossible for anyone to attain with ordinary yarns.

Monarch Yarns are sold at reasonable prices by reliable dealers throughout Canada.

Get the latest Monarch Knitting Books from the same dealer who supplies you yarn, or we will mail them postpaid for 25c. each in stamps.



MONARCH-KNIT

MONARCH KNITTING

COMPANY LIMITED

Jerseys, Hosiery and
Hand Knitting Yarns



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